

# CONTRACT



WYFF4.com

**WYFF 4**  
**505 Rutherford Street**  
**Greenville, SC 29609**  
**(864)242-4404**

And:

**Screen Strategies Media**  
**Attention: Caroline Wait**  
**11150 Fairfax Blvd**  
**Suite 505**  
**Fairfax, VA 22030**

5/5/20 *SrD*

\*\*Order has not been accepted at this time.  
 For inventory management purposes, this request  
 will be evaluated again at a date closer to the election.\*\*

<u>Contract / Revision</u> 2009043 /		<u>Alt Order #</u>
<u>Advertiser</u> Cunningham/D/US Senate		<u>Original Date / Revision</u> 04/29/20 / 04/29/20
<u>Contract Dates</u> 10/13/20 - 10/19/20	<u>Estimate #</u> 5715	
<u>Product</u> Cal Cunningham for Senate		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYFF 4	<u>Account Executive</u> WYFF NATIONAL HQ	<u>Sales Office</u> National Greenv
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WYFF	10/13/20	10/19/20	NBC Today Show	7-9am		:30			NM	13	\$5,850.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/20	10/19/20	MTWTF--	13			\$450.00				
N 2	WYFF	10/13/20	10/19/20	NBC Saturday Today	8-10am		:30			NM	1	\$350.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/20	10/19/20	-----S-	1			\$350.00				
N 3	WYFF	10/13/20	10/19/20	NBC Sunday Today	8-9am		:30			NM	1	\$450.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/20	10/19/20	-----S	1			\$450.00				
N 4	WYFF	10/13/20	10/19/20	LIVE WITH KELLY	9-10am		:30			NM	1	\$250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/20	10/19/20	---T---	1			\$250.00				
N 5	WYFF	10/13/20	10/19/20	NBC Today Show II	10-11am		:30			NM	1	\$225.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/20	10/19/20	-T-----	1			\$225.00				
N 6	WYFF	10/13/20	10/19/20	DR. OZ DAY	11A-12P		:30			NM	1	\$150.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/20	10/19/20	----F--	1			\$150.00				
N 7	WYFF	10/13/20	10/19/20	ACCESS HW DAY	1230P-1P		:30			NM	1	\$150.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/13/20	10/19/20	--W----	1			\$150.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: [www.hearst.com/newsroom/hearst-television-advertising-sales](http://www.hearst.com/newsroom/hearst-television-advertising-sales)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Advertiser</u> Cunningham/D/US Senate		<u>Original Date / Revision</u> 04/29/20 / 04/29/20
<u>Contract Dates</u> 10/13/20 - 10/19/20	<u>Product</u> Cal Cunningham for Sen	<u>Estimate #</u> 5715

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	WYFF	10/13/20	10/19/20	Days of Our Lives	1p-2p		:30			NM	1	\$250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	M-----				1	\$250.00			
N 9	WYFF	10/13/20	10/19/20	ELLEN EF	3-4P		:30			NM	5	\$1,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	MTWTF--				5	\$250.00			
N 10	WYFF	10/13/20	10/19/20	M-Sun Nightly News	630-7p		:30			NM	5	\$15,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	MTWTF--				5	\$3,000.00			
N 11	WYFF	10/13/20	10/19/20	M-Sun Nightly News	630-7p		:30			NM	1	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	-----S-				1	\$3,000.00			
N 12	WYFF	10/13/20	10/19/20	M-Sun Nightly News	630-7p		:30			NM	1	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	-----S				1	\$3,000.00			
N 13	WYFF	10/13/20	10/19/20	Entertainment Tonight	7-730p		:30			NM	2	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	-T-T---				2	\$500.00			
N 14	WYFF	10/13/20	10/19/20	Inside Edition	730-8pm		:30			NM	2	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	--W-F--				2	\$500.00			
N 15	WYFF	10/13/20	10/19/20	MON THE VOICE	8-10p		:30			NM	1	\$2,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	M-----				1	\$2,500.00			
N 16	WYFF	10/13/20	10/19/20	This is Us	9p-10p		:30			NM	1	\$3,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	-T-----				1	\$3,500.00			
N 17	WYFF	10/13/20	10/19/20	Chicago PD	10-11pm		:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	--W----				1	\$2,000.00			
N 18	WYFF	10/13/20	10/19/20	L&O:SVU	10-11pm		:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	---T---				1	\$2,000.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 19	WYFF	10/13/20	10/19/20	Blacklist	8-9pm		:30			NM	1	\$1,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	----F--				1	\$1,400.00			
N 20	WYFF	10/13/20	10/19/20	Dateline	8-10p		:30			NM	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	-----S-				1	\$600.00			
N 21	WYFF	10/13/20	10/19/20	Seth Meyers	1235-135x		:30			NM	3	\$225.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	MT-T---				3	\$75.00			
N 22	WYFF	10/13/20	10/19/20	NBC Tonight Show	1135pm-1235xm		:30			NM	5	\$875.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/20	10/19/20	MTWTF--				5	\$175.00			
<b>Totals</b>											<b>50</b>	<b>\$45,025.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 - 10/19/20	50	\$45,025.00	(\$6,753.75)	\$38,271.25
<b>Totals</b>	<b>50</b>	<b>\$45,025.00</b>	<b>(\$6,753.75)</b>	<b>\$38,271.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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